



Howard-Suamico School District

Survey Report

Survey Review: Limitations

Please note:

These following data are not based on a scientific sample.

Because we used a convenience sample, it would be methodologically inappropriate to conduct regression analysis or attempt to calculate error.



Survey Review: Methodology

The survey opened on May 23, 2017

- The Howard-Suamico School Board surveyed the district community regarding the April 2017 operational referendum.
- In May, a postcard survey invitation was mailed to all community members encouraging them to participate in an online survey.
- Parents were reminded of the survey via email.
- Participants were asked to take the survey online by following a custom survey website address.
- Paper copies of the survey were also available at the district by request.

The survey closed on June 4, 2017



Survey Review: Results

A total of 1,465 people completed the survey.

Analysis was done on all of the reasonably sized subgroups and comparisons were made between subgroup responses to critically important items and those of all respondents. If there were significant differences between group responses and the group was of an adequate size, it was noted in this report.



Survey Review: Results

What is your age?

18 or under	0.68%
19-25	1.50%
26-34	10.78%
35-44	34.13%
45-54	24.98%
55-64	15.09%
65 or over	12.83%



Survey Review: Results

Where do you reside?

Village of Howard	48.81%
Village of Suamico	46.08%
Other	5.12%



Survey Review: Results

How long have you lived in the school district?

Less than 1 year	2.66%
Between 1 and 5 years	16.86%
Between 6 and 10 years	14.47%
Between 11 and 20 years	33.24%
Between 21 and 30 years	13.24%
More than 30 years	15.22%
I live outside the district	4.30%



Survey Review: Results

Please check all of the following that apply to you.

I have school-aged children	52.35%
I have preschool-aged children	13.71%
I have children who currently attend or have attended a Howard-Suamico School District school	60.48%
I have grandchildren who currently attend or have attended a Howard-Suamico School District school	8.46%
I have attended a Howard-Suamico School District school	16.93%
I am a community member who has never had children attend a Howard-Suamico School District school	14.81%
I am an employee of the Howard-Suamico School District	9.56%



Survey Review: Results

If you have school-aged children, what school(s) do they attend?

Bay Harbor Elementary School	6.89%
Forest Glen Elementary School	9.22%
Howard Elementary School	1.71%
Meadowbrook Elementary School	7.58%
Suamico Elementary School	7.17%
Lineville Intermediate School	16.18%
Bay View Middle School	15.97%
Bay Port High School	23.75%
Public school outside of the district	1.77%
Private school	2.73%
Home school	0.48%
I do not have school-aged children	38.50%



Survey Review: Results

Did you vote in the April 4, 2017, school district referendum election?

Yes 79.25%

No 20.75%



Survey Review: Results

How did you vote on the referendum question presented?

I voted yes	35.83%
I voted no	57.62%
I do not wish to share	6.55%



Survey Review: Results

We find that it is most often the case that those community members who wish to engage most fully after a referendum are those who supported the referendum.

I am pleased that the majority of respondents in this survey were those who voted “no.” This will provide the board with especially good information with which to move forward.



Survey Review: Results

- **35.83% of our entire respondent pool voted “yes” on the April 2017 referendum**
- **Support for the April 2017 referendum was lower for some sub-groups.**
- **Among non-staff respondents who indicated that they had children currently in the district, 35.44% indicated they voted “yes” on the referendum.**
- **For comparison, 14.57% of those who indicated that they were non-parents, non-staff, and did not attend the Howard-Suamico Schools indicated that they voted “yes” on the referendum.**



Survey Review: Results

Respondents were asked to use a text box to answer the question, “Optional: Please share why you voted as you did.”

The following are the themes that developed in the responses.

- **The referendum was an “open checkbook”**
- **Concerns about past spending**
- **Lack of clarity**



Survey Review: Results

Respondents were then asked to use a text box to answer the question, “What do you think the board should keep in mind as it considers options, including another operational referendum, to address the district's needs?”

The following are the themes that developed in the responses.

- **Do not place a recurring referendum on the ballot.**
- **Voters must understand why any future referendum is necessary and how the money will be used.**

